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## USM All-Boards Meeting Overview - October 18, 2013

USM Board of Visitors

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## **USM All-Boards Meeting**

### **October 18, Hosted by USM Board of Visitors**

What suggestions and concerns do you have about USM and what strategies do you suggest we use to fulfill or resolve the suggestions and/or concerns?

Group 1:

- USM needs to develop an identity that makes us different than the other options for students. That identity should stay the same over time. Link to strengths.

Group 2:

- This is something more than messaging. There has to be a sense of substantive change – has to be:
  - Dramatic
  - Edgy
  - Innovative
  - Compelling

Group 3:

- There is a great deal of caring, concern and commitment at USM. That being said:
  - USM is not a mature institution
  - USM needs to tell us what it wants to be when it grows up
  - What USM decides should lead to a focused identity
  - 21st century university idea is a failure; trying to be all things is not a possibility.